

count money, and we sell whiskey”—and that his dad was in charge of the first two.

Bill knew the family's bourbon had a future beyond its small but loyal customer base, and over the next several years he would put together the strategy to prove it. Where most businesses focused on telling people why they should buy their product, Bill would let the people who already liked Makers Mark do the talking. Bill's view was that if he focused on maintaining quality, the demand would grow on its own, one happy customer at a time. The real turning point came in 1980, when a reporter from the Wall Street Journal started making inquiries about this distillery outside Loretto, KY, that seemed to be in high demand. The front-page story that followed called Makers Mark a model of inefficiency by choice. It noted that the Samuels' produced only 19 barrels of bourbon a day compared to an industry average in the hundreds, and described a cadre of loyal fans who liked it so much they would pay a premium to get it.

The response was overwhelming. Bill, Jr. followed up with a series of clever ads that underscored just how small the distillery was, and how difficult it had become to keep up with demand, which of course only increased it. Soon, Makers Mark exploded onto the national and international stage as a premium brand, and an entire premium industry emerged for Kentucky, which today produces more than 95 percent of all bourbon produced in the U.S.

Bill's genius for marketing and his love for Kentucky has always extended well beyond the family business. Over the years, he chaired an astonishing 27 different boards, including those at the University of Louisville, Bellarmine University, and the Kentucky Chamber of Commerce. To the amusement of his friends, he recently signed up for Leadership Kentucky, a program typically reserved for young businessmen or women or newcomers to the State who want to learn more about Kentucky.

For a guy who is about as well known in Kentucky business as Colonel Sanders, it doesn't make much sense. But it makes perfect sense to people who know Bill. And whether he is showing up unexpectedly at some bar in Dallas or Chicago and buying a round of drinks, greeting visitors at the distillery in Loretto, or showing up at an event in a 12-button suit, Bill is one of those rare businessmen who has always been great at getting attention without showing a trace of ego. He has done it by focusing on the needs of his community, insisting on quality, and sticking to the winning formula that made Makers Mark a success. Those who have worked with Bill will tell you he is prone to self-deprecation, but this week Kentuckians across the State will have an opportunity to commend him on a job well done. And on behalf of all who have benefited from the vision and creativity of Bill Samuels, Jr., I would like to thank him for his dedicated

service to the Commonwealth, and to wish him well in all his future endeavors. Knowing Bill, he is probably just getting started.

ADDITIONAL STATEMENTS

TRIBUTE TO CAILLEY AND MEMORABLE FACTOR

• Mr. GRAHAM. Mr. President, Le Grand Concours French competition consists of oral and written portions and is given by the American Association of Teachers of French to over 100,000 students learning French in all 50 States and abroad.

The MathFest was created in 2001 to provide an extended math initiative that would motivate students, parents, and teachers to raise the standards and expectations in math. This year the South Carolina MathFest was held in Columbia, and 4,000 math students from around the State participated in the competition.

I would like to take a moment to recognize and honor Cailley Factor of Charleston County for winning first place in the second division at the State MathFest competition and for being named a national champion of Le Grand Concours 2010 French competition. Additionally, I would like to recognize Memorable "Mem" Factor of Charleston County for winning first place in the first grade division at the State MathFest competition and for being named a national champion of Le Grand Concours 2010 French competition. This is the first time in the history of the competition that siblings have been named winners in the same year.

The achievements of both Cailley and Memorable Factor serve as an example which all students should strive towards. I applaud them both in their accomplishments and look forward to their future success.●

MESSAGE FROM THE HOUSE RECEIVED DURING ADJOURNMENT

Under the authority of the order of the Senate of January 5, 2011, the Secretary of the Senate, on April 9, 2011, during the adjournment of the Senate, received a message from the House of Representatives announcing that the House has agreed to the amendment of the Senate to the bill (H.R. 1363) making appropriations for the Department of Defense for the fiscal year ending September 30, 2011, and for other purposes.

ENROLLED BILL SIGNED

The message also announced that the Speaker has signed the following enrolled bill:

H.R. 1363. An act making appropriations for the Department of Defense for the fiscal year ending September 30, 2011, and for other purposes.

Under the authority of the order of the Senate of April 8, 2011, the enrolled

bill was subsequently signed on April 9, 2011 by the Acting President pro tempore (Mr. DURBIN).

MESSAGE FROM THE HOUSE

At 10:03 a.m., a message from the House of Representatives, delivered by Mrs. Cole, one of its reading clerks, announced that the House has passed the following joint resolution, in which it requests the concurrence of the Senate:

H.J. Res. 37. A joint resolution disapproving the rule submitted by the Federal Communications Commission with respect to regulating the Internet and broadband industry practices.

MEASURES PLACED ON THE CALENDAR

The following bill was read the second time, and placed on the calendar:

S. 783. A bill to provide an extension of time for filing individual income tax returns in the case of a Federal Government shutdown.

MEASURES READ THE FIRST TIME

The following joint resolution was read the first time:

H.J. Res. 37. Joint resolution disapproving the rule submitted by the Federal Communications Commission with respect to regulating the Internet and broadband industry practices.

EXECUTIVE AND OTHER COMMUNICATIONS

The following communications were laid before the Senate, together with accompanying papers, reports, and documents, and were referred as indicated:

EC-1310. A communication from the Director of the Regulatory Management Division, Office of Policy, Environmental Protection Agency, transmitting, pursuant to law, the report of a rule entitled "Glyphosate (N-(phosphonomethyl)glycine); Pesticide Tolerances" (FRL No. 8866-8) received in the Office of the President of the Senate on April 8, 2011; to the Committee on Agriculture, Nutrition, and Forestry.

EC-1311. A communication from the Director of the Regulatory Management Division, Office of Policy, Environmental Protection Agency, transmitting, pursuant to law, the report of a rule entitled "Escherichia coli O157:H7 Specific Bacteriophages; Temporary Exemption From the Requirement of a Tolerance" (FRL No. 8868-4) received in the Office of the President of the Senate on April 8, 2011; to the Committee on Agriculture, Nutrition, and Forestry.

EC-1312. A communication from the Director of the Regulatory Management Division, Office of Policy, Environmental Protection Agency, transmitting, pursuant to law, the report of a rule entitled "Etoxazole; Pesticide Tolerances" (FRL No. 8867-5) received in the Office of the President of the Senate on April 8, 2011; to the Committee on Agriculture, Nutrition, and Forestry.

EC-1313. A communication from the Under Secretary of Defense (Comptroller), transmitting, pursuant to law, a report relative to a violation of the Antideficiency Act that occurred within the Department of the Army and was assigned case number 08-02; to the Committee on Appropriations.